

Impact of Indian Cinema on Youths Lifestyle and Behavior Patterns

Kethan M^{1*}, Mahabub Basha S²

¹Department of MBA, IIBS

²Department of B.Com, IIBS

Corresponding Author: Kethan M drmkethan@iibsonline.com

ARTICLE INFO

Keywords: Behavior Patterns, Cultural Transformations, Indian Culture, Indian Cinema

Received : 05 November

Revised : 07 December

Accepted: 09 January

©2022 Kethan, Basha : This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The purpose of this paper is to document the impact of movies/cinema on Indian culture and to investigate the ongoing cultural transformations that have happened over a point of time in India owing to the contributions made by Indian cinema. Moreover, an attempt is made to understand how Indian movies have initiated various changes with regards to thought process on one hand and lifestyle on the other. There has been changes with regards to the institutions of marriage and instances of live in relationships have come of age and there has been a constant and continuous shift from joint families to nuclear families. Elaborating on the changes in the cultural practices; preferences have changed with regards to food habits, clothing, choice of career options and belief system. The distinctive contribution of the present paper is to offer an understanding of the impact of movies on Indian culture especially on the youth extracting information from the structured and in-depth interviews. This paper also tries to document the behavioral changes in the youth as a behavior patterns.

INTRODUCTION

A number of studies had been conducted across the world including India, to find out the impact of cinema on adolescents by using different performance measure. But there was no comprehensive study conducted on adolescents sociological impacts such as behavior pattern and lifestyle by watching Cinema. A person begins conveying when he begins delivering his first clamor in the demonstration of drawing his folks' consideration. Each feeling that we depict on our countenances, the development of our hands, the manner in which we take a gander at somebody and our discourse immediately conveys our plans to other people. Correspondence is exceptionally fundamental for our general public, as it is as it were through trade of thoughts and co-activity that a general public can develop and create. Compelling correspondence is fundamental to learn, to educate, to make connections and to look after them.

In the cutting edge world, the significance of correspondence has outperformed all recently scheduled levels. Curiously, the methods of correspondence has dwarfed the methods for nourishment creation on the planet today. The open advancements on the planet have been expanding in number, yet in addition in speed, exactness and lucidity. Correspondence and improvement are the significant areas of human Endeavor which are personally connected with one another. The procedure of advancement requires a methodology of correspondence which is planned for adjusting the focused on people from simple beneficiaries of data to searchers of data. The fundamental capacity or reason for correspondence is to change or manage others' behaviour¹. Most Youth Say They Have No Rules About How Much Time They Can Spend With TV, Video Games, or Computers - Washington, D.C. Hence the present study will be undertaken to fill this research gap and analyze the Impact of Indian Cinema on Indian adolescents with special reference to Sociological Study of Changing Behavior Pattern and Lifestyle.

Physical Changes

The beginning of adolescence is set apart by fast development and the advancement of auxiliary sexual attributes.

Mental Changes

The advancement of a feeling of character particular from guardians and selfworth, the investigation of new associations with their companion gatherings, with the other gender, families and the network. It is additionally a period of investigation (of their own bodies, of one's abilities and potential) and experimentation (in sexual connections, liquor and tobacco use). At this stage, media and companions apply an incredible impact. Showed by transform, it is likewise a phase of extraordinary defenselessness where, for example, liquor use could without much of a stretch slip into liquor misuse if there is lacking access to administrations and a steady condition. The help and comprehension of guardians during this stage is basic in empowering them to address these difficulties (WHO 1997 and 1998).

THEORETICAL REVIEW

Weatherly and Otter (2011) clarified the idea of socio-social condition at a large scale level. They recommend that the socio-social condition contains: the entire scope of practices and connections in which people participate in their own and private lives, including the segment qualities, qualities and mentalities and ways of life and connections. Culture might be characterized as the lifestyle of individuals, including their mentalities, values convictions, expressions, sciences, methods of discernment and propensities for thought and movement (Akuoko,2008). In this unique circumstance. a culture characterizes how people live and act in a domain and how their recognitions are molded. Unmistakable otherworldly material, scholarly and passionate highlights that portray a general public or a social gathering structure some portion of socio-social practices.

Florea and Florea (2011) propose that the socio-social condition comprises of portrayals of individual and gathering conduct reflecting perspectives, qualities and propensities. This examination proposed way of life, esteem framework, and individuals' mentality with respect to business work, government, organization standardized savings, ethnic issues, and the demeanor towards setting aside cash as the most significant social and social variables impacting business condition and friends improvement. Some other significant variables that might be incorporated are sans instruction time and understanding exercises, the disposition for quality items, local relocation, movement, ethnic minorities, the natural security, and so on

The term superstar alludes to a person who is known to the general population (on- screen character, sports figure, performer, and so forth.) for their accomplishment in zones other than that of the item class embraced (Friedman and Friedman, 1979). One worry about customer socialization is the alluring impact of promoting on youngsters' inclination for material products as a methods for making progress. Joy, and self-satisfaction. The selection of materialistic qualities by youngsters influences the harmony between the private and open decisions that kids make all through life (Goldberg et al., 2003).

The issue of superstar is worth examination as these new stars have distinct effect on the lives of teenagers today. Gaur et al. (2012) approved Ohanian's (1990) superstar endorsers' believability scale which estimates source validity on three measurements called apparent skill, dependability and appeal, with regards to a rising economy utilizing two Indian big names as boosts and gathered information from an example of youthful Indians who are generally progressively defenseless to famous people impact. The altered seale approved can be utilized in an Indian setting just as in nations like India for recognizing the most fit superstar endorser. Famous people frequently become their own brands, and they can influence the ways of managing money of many. Additionally, the same number of famous people become good examples for adolescents social practices and desires may incline youth to embracing practices like that of the big name

There have been many examinations about the media sway on society overall in the various parts of the world. A few investigates have likewise been done about the effect of it on explicit gathering of individuals. Be that as it may discussing Bangladeshi commitment, we nearly haven't found any work on that spare the main important work done by Nurul Alam Atique in his „Notun film, somoyer proyojone“(2009) . This book is an assortment of paper section where essayist needs to expand the need and job of youth to make another skyline of film in India and expounds what kind of motion pictures Indian youth needs to see and their unique sees about the contemporary circumstance of this division.

Dependent Variables

1. Behaviour Patterns

The adolescent tries to impersonate whatever is appeared in the motion pictures and this reflects in their dressing style, their method for talking, etc. Watching films permits us to separate for some time and encourages us to unwind. Motion pictures support thoughts and help us in recognizing what is happening far and wide. Motion pictures and TV impact society. That is for the most part since individuals become sluggish and need to make associations by watching them. In the first place, individuals are so apathetic when they are watching films and TV. In addition, individuals are uninvolved while they watch films or TV. Films and TV affect society. That is for the most part since individuals become languid and need to make associations by watching them.

In the first place, individuals are so languid when they are watching films and TV. Study has indicated individuals who watch motion pictures or TV in any event four hours in seven days tend not to practice so regularly. To keep solid, individuals need to practice well. Plainly individuals sit for quite a while and don't move at all during watching motion pictures or TV. One of my companion adores watching motion pictures . She used to be slender, however now she is overweight since she doesn't want to work out. Additionally, individuals are latent while they watch motion pictures or TV. Individuals don't need to communicate anything, so they don't will in general consider anything. At the point when I talk with my companions, I'm continually attempting to tell things adequately, so I'm continually thinking a great deal. Be that as it may, when I watch motion pictures and TV, I don't think the manner in which I make individuals saw well. I feel I'm so sluggish while I watch motion pictures and TV.

Besides, individuals construct connections to impart their insight about specialists. After individuals delighted in motion pictures and TV, they are anxious to impart their insight. On account of current innovation, individuals can impart their insight past the distinction of nation and ages. They can have numerous chances to contact with individuals. At the point when I completed to watch starwars, I truly needed to share the way that I was so moved. On the Internet, there are many individuals who have a similar inclination with me.

These reasons, I think motion pictures and TV affect society since they make individuals apathetic and need to assemble connections to share their thought.

2. Lifestyle

Motion pictures these days leave an extraordinary effect on the psyches of individuals. The impact of film on youth can be effortlessly watched. Not just its impact can be seen on the older folks of rustic and urban zones however on the kids also. It can't be said that all the movies are defiling youth. There are films like "BAGHBAN" which was a family film and caused us to get familiar with a great deal. The present movies are a greater amount of activity, spine chiller, sentiment, burglary and so on. The adolescent attempts to mimic each and everything which is in the movies and this reflects in their dressing style, their driving, their method for talking and so on. The individuals begin envisioning themselves in the story lines of those movies.

Young ladies and young men, particularly in the age of 15-21, are the least demanding preys. The exchanges, the dressing style of the on-screen character turns into the most recent pattern for the youths. They attempt to emulate what all goes in films and without understanding that some piece of it may leave a negative impact on them. Purposely or unconsciously the movies shape the young people of today in one manner or the other and impact of film on youth can be seen generally. Indeed, even the adolescents in country zones are such a great amount of influenced by the motion pictures, that they place the saints of the film in an extremely coordinated piece of their psyches. They attempt to change their way of life as indicated by the movies, beginning from hairdo, garments, discoursed, etc.

Indeed, even the ads or advertisements what we call, are no less. Its human instinct that we generally follow the one whom we welcome the most. There are advertisements that welcome on entertainers and on-screen characters for advancing an item so that may lead the adolescent to some awful stage. In the movies today when the day by day violations, murders, burglaries are given a few people take it in a incorrect way and they deliberately figure out how to carry out such violations. They gain proficiency with the stunts and strategies utilized for violations in the movies.

In numerous movies, stunts are being performed, the young people attempt to duplicate such tricks on their bicycles and vehicles which numerous multiple times lead to serious mishaps. Additionally now mishandles are so regular in practically all the movies that even a child of 10 years can communicate in such injurious language purposely or unconsciously. Provocation and assaults have expanded as a result of the free and western culture appeared in films today. Then again, there are films like "Rang De Basanti", which is a superb film and movies like "NAYAK", are perfect exercises for the government officials of this nation. Be that as it may, this remaining parts confined distinctly in the movies while in the reality, debasement is expanding step by step. There are family films which give such great ethics to the young however the individuals simply watch them, gets impacted for quite a while and overlook the good when the film gets over.

Independent Variable

1. Indian Cinema

The introduction of Cinema in India can be credited to the Lumiere brother's. Just a couple of months after the Lumiere siblings presented the craft of cinematography in Paris in 1895, film made its quality felt in India. The Lumiere siblings' held their first open appearing at Watson Lodging in Mumbai on July 7, 1896 and the Times of India glowingly alluded to it as the supernatural occurrence of the century'. Westerners, who rushed to understand the estimation of India as a site of film making both as a result of its characteristic magnificence and its 'fascinating' culture, were motivated to make films that pre-owned Indian view and culture. In any case, this wonder didn't make quite a bit of a wave. The Indian watcher accepting the new experience as something effectively natural to him, because of the craft of shadow play and the convention of narrating with hand-drawn pictures joined by live stable.

Objective of Study

Impact of the contents of Indian cinema on the lifestyle and behavioral patterns of youth.

Formulation of Hypothesis

1. Null Hypothesis

There is no significant Impact of the contents of Indian cinema on the lifestyle and behavioral patterns of youth.

2. Alternative Hypothesis

There is significant Impact of the contents of Indian cinema on the lifestyle and behavioral patterns of youth.

METHODOLOGY

The Study

The study will be causal or explanatory in nature.

Sample Design

1. Population

The population includes all the youths aged from 13 years to 26 years.

2. Sampling Element

Individual youth are the respondents from schools and colleges.

3. Sample Size

150-200.

4. Sampling Technique

Non-probability purposive. Judgmental sampling technique will be used to identify the sample.

5. Tools Used for Data Collection

Questionnaires (self-designed).

6. Tools Used For Data Analysis

To analyze the data collected, statistical techniques of correlation and regression will be used to get desired result.

RESULTS AND DISCUSSIONS

Questionnaire

1-Time Pass ; 2-Soothing Your senses ; 3-Curiosity ; 4-Favorite actor/actress ; 5-Other

1-Horror ; 2-Comedy ; 3-Action/Thriller ; 4-Romantic/Drama ; 5-Mysterious ; Other:

1-Story line ; 2-Cast and Crew ; 3-Dialogues ; 4-Songs/Dance

1-Strongly disagree ; 2-Disagree ; 3-Neutral ; 4- Agree ; 5-Strongly agree

Impact of contents of Indian cinema on youth's lifestyle and behavior.

1. What factor takes you to the Cinema Hall? *
2. What is your favorite genre(s) of movie? *
3. According to you what are the most important elements of a movie? *
4. Celebrities influence you for the product(s) used or promoted by them *
5. Bollywood Films are making youth *
6. Do you fantasize your life to be a Bollywood movie? *
7. Do you want a standard of living like that of the people in the movie? *
8. Do you try to imitate the attire(clothing/accessories) of the celebrities *
9. Heroism is being portrayed as capacity to destruct (Kabir Singh) *
10. You can become an actor singer, dancer, video jockey etc. If you get a chance to do so?
11. You have developed trust issues with people close to you after watching movies *
12. Movies have affected your eating behavior (culinary manners , junk eating) *
13. Do you think movies portray fake living standards? *

Harassment and rapes have increased because of the free and western culture shown in films today. Movies have improved your daily behavior such as healthy eating habits. Movies influence people's behavior by changing their views of value, beauty, and the world. You have gathered a healthier lifestyle (workout & diet maintenance) after watching movies. Heroes and heroines achieve great success of their business, attain sweet love of their life, and gain high respect of their fame so easily within a two-hour long movie. When watching it, audiences can experience the same events, share the same feelings, and this whole process would fulfill their fantasies, as a result, cause. Them to find balance in their lives, or, to some degree, lose the balance. Movies have brought you closer to people. Movies have brought you closer to people. Movies have given you some unrealistic and silly life goals. The use of abusive

words and foul language is becoming increasingly common among the younger generation today. Movies have helped you too deal with loss and improved your strength.

Reliability Measurement

Table 1. Reliability Measures are Greater or Equal than the Standard Value

Measures	Cronbranch's Alpha Value	No. Of Items
Lifestyle	0.724	7
Behaviour	0.758	10
Indian Cinema	0.689	10

It is visible that all reliability measures are greater or equal than the standard value that is 0.7. It is considered that reliability of all measure is adequate. So the statements in the questionnaire was treated as a reliable statements.

Lifestyle

Table 2. Regression

Model	R	R Square	Adj. Square	St. Error of the Estimate
1	.878a	.771	.769	3.05699

Predictors: (Constant), Indian_cinema
 Dependent Variable: Lifestyle

Regression analysis was applied through spss to check the effect of independent variables over the dependent variables, in this first table is model summary here we will look at the adjusted R² value (.771)

Anova Table

Table 3. Anova^b

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	20.226	1	20.226	.951	.332 ^a
Residual	2296.828	108	21.267		
Total	2317.055	109			

Predictors: (Constant), Indian_cinema
 Dependent Variable: Lifestyle

The next table in regression analysis is anova. This table tells you about model fitness of our variables for the study which is indicated by F value (.951).F value should be less than 0.5 here F value is significant at .332 sig. level. Which means model is fit. H0- There is no significant relationship effect of

Indian cinema on lifestyle youths. H1- There is significant relationship effect of Indian cinema on lifestyle of youths.

Regression was applied to check the effect of independent variables i.e., Indian Cinema over dependent variable youth's lifestyle, results of coefficient table is indicating the effect of variables. With the help of t value we can find as t value of Indian cinema which is 0.09 at .000 significant is positively significant therefore interpretation can be drawn that there is a positively effect of Indian Cinema over youth's lifestyle and with the help of t value of youth's lifestyle which is 3.0 at .000 significant which means there is a significant effect of Indian Cinema over youth's lifestyle.

Ho1: There is no significant relationship effect of Indian cinema on lifestyle of youths.

The effect of Indian cinema on lifestyle of youths shows with the help of F value which is 951 at 332% level of significance. Therefore null hypothesis was rejected because F value was found with significant difference of Indian cinema on lifestyle of youths.

Ho2: There is significant relationship effect of Indian cinema on lifestyle of youths.

The effect of gender towards organizational citizenship behavior shows with the help of F value which is .951 at the level of significance .332%. Therefore null hypothesis was rejected. There is significant effect of Indian cinema on lifestyle of youths.

Behaviour

Table 4. Regression

MODEL	R	R SQUARE	ADJ. SQUARE	ST. ERROR OF THE ESTIMATE
1	.987a	.648	.854	4.05379

Predictors: (Constant), Indian_cinema

Dependent Variable: Behaviour

Regression analysis was applied through spss to check the effect of independent variables over the dependent variables, in this first table is model summary here we will look at the adjusted R² value (.648)

Anova Table

Table 5. Anova^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	162.187	1	162.187	0.165	.044 ^a
Residual	4205.313	108	38.938		
Total	4367.500	109			

Predictors: (Constant), Indian_cinema

Dependent Variable: Behaviour

The next table in regression analysis is anova. This table tells you about model fitness of our variables for the study which is indicated by F value (.165). F value should be less than 0.5 here F value is significant at .044 sig. level. Which means model is fit.

H0- There is no significant relationship effect of Indian cinema on Behaviour of youths.

H1- There is significant relationship effect of Indian cinema on Behaviour of youths.

Regression was applied to check the effect of independent variables i.e., Indian Cinema over dependent variable youth's behaviour, results of coefficient table is indicating the effect of variables. With the help of t value we can find as t value of Indian cinema which is 0.19 at .000 significant is positively significant therefore interpretation can be drawn that there is a positively effect of Indian Cinema over youth's behaviour and with the help of t value of youth's behaviour which is 3.0 at .000 significant which means there is a significant effect of Indian Cinema over youth's behaviour.

Ho1: There is no significant relationship effect of Indian cinema on Behaviour of youths.

The effect of Indian cinema on Behaviour of youths shows with the help of F value which is .165 at .044% level of significance. Therefore null hypothesis was rejected because F value was found with significant difference of Indian cinema on Behaviour of youths.

Ho2: There is significant relationship effect of Indian cinema on Behaviour of youths.

The effect of gender towards organizational citizenship behavior shows with the help of F value which is .165 at the level of significance .044%. Therefore null hypothesis was rejected. There is significant effect of Indian cinema on Behaviour of youths.

CONCLUSIONS AND RECOMMENDATIONS

The term immaturity signifying "to rise" or "accomplish personality" is a generally new idea, particularly being developed thinking. The inceptions of the term from the Latin word, 'adolescent' signifying "to develop, to develop" demonstrate the characterizing highlights of immaturity. A person begins conveying when he begins creating his first commotion in the demonstration of drawing his folks' consideration. Each feeling that we depict on our countenances, the development of our hands, the manner in which we take a gander at somebody and our discourse in a flash conveys our plans to other people. Correspondence is exceptionally vital for our general public, as it is just through trade of thoughts and co-activity that a general public can develop and create.

This examination is, subsequently, convenient as the general public should be made mindful of the impact of Cinema on the social and good turnout of the watchers. By means of this study, an endeavor has been made to assess the social ramifications of Impact of Cinema on youth's lifestyle and behavior. Therefore the present investigation demonstrates that for youthful Viewing Cinema as a ground-breaking vehicle of data, training and amusement brings about the procedure of feeling working in different social gatherings. What's more, film is the vehicle of film responds in bringing a social change. Furthermore, finally it tends to be reasoned that young people are particularly affected by the film and they breathe in mental, social, sociological changes along with the exceptional changes in way of life, conduct, etc.

The purpose of this paper is to document the impact of movies/cinema on Indian culture and to investigate the ongoing cultural transformations that have happened over a point of time in India owing to the contributions made by Indian cinema. Moreover, an attempt is made to understand how Indian movies have initiated various changes with regards to thought process on one hand and lifestyle on the other. There has been changes with regards to the institutions of marriage and instances of live in relationships have come of age and there has been a constant and continuous shift from joint families to nuclear families. Elaborating on the changes in the cultural practices; preferences have changed with regards to food habits, clothing, choice of career options and belief system. The distinctive contribution of the present paper is to offer an understanding of the impact of movies on Indian culture especially on the youth extracting information from the structured and in-depth interviews. This paper also tries to document the behavioral changes in the youth as a behavior patterns.

The advancement of a feeling of character particular from guardians and selfworth, the investigation of new associations with their companion gatherings, with the other gender, families and the network. It is additionally a period of investigation (of their own bodies, of one's abilities and potential) and experimentation (in sexual connections, liquor and tobacco use). At this stage, media and companions apply an incredible impact. Showed by transform, it is likewise a phase of extraordinary defenselessness where, for example, liquor use could without much of a stretch slip into liquor misuse if there is lacking

access to administrations and a steady condition. The help and comprehension of guardians during this stage is basic in empowering them to address these difficulties (WHO 1997 and 1998).

FURTHER STUDY

There has been changes with regards to the institutions of marriage and instances of live in relationships have come of age and there has been a constant and continuous shift from joint families to nuclear families. Elaborating on the changes in the cultural practices; preferences have changed with regards to food habits, clothing, choice of career options and belief system. The distinctive contribution of the present paper is to offer an understanding of the impact of movies on Indian culture especially on the youth extracting information from the structured and in-depth interviews. This paper also tries to document the behavioral changes in the youth as a behavior patterns. The distinctive contribution of the present paper is to offer an understanding of the impact of movies on Indian culture especially on the youth extracting information from the structured and in-depth interviews. This paper also tries to document the behavioral changes in the youth as a behavior patterns.

REFERENCES

- Agrawal, D. K. (2022). An Empirical Study On Socioeconomic Factors Affecting Producer's Participation In Commodity Markets In India. *Journal of Positive School Psychology*, 2896-2906.
- Balabantaray, S. R. (2022). Impact of Indian cinema on culture and creation of world view among youth: A sociological analysis of Bollywood movies. *Journal of Public Affairs*, 22(2), e2405.
- Basha, M., Singh, A. P., Rafi, M., Rani, M. I., & Sharma, N. M. (2020). Cointegration and Causal relationship between Pharmaceutical sector and Nifty-An empirical Study. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(6), 8835-8842.
- Basha, S. M., & Kethan, M. (2022). Covid-19 Pandemic and the Digital Revolution in Academia and Higher Education: an Empirical Study. *Eduvest-Journal of Universal Studies*, 2(8), 1-648.
- Basha, S. M., & Ramaratnam, M. S. (2017). Construction of an Optimal Portfolio Using Sharpe's Single Index Model: A Study on Nifty Midcap 150 Scrips. *Indian Journal of Research in Capital Markets*, 4(4), 25-41.
- Basha, S. M., Kethan, M., & Aisha, M. A. A Study on Digital Marketing Tools amongst the Marketing Professionals in Bangalore City.
- DrSanthosh Kumar, V., & Basha, S. M. (2022). A study of Emotional Intelligence and Quality of Life among Doctors in PandemicCovid 19. *International Journal of Early Childhood*, 14(02), 2080-2090.
- Durgaraju, R., & Sekhar, S. C. (2021). A Perspective Research Study on the New Age Currency (The Case of Bit coin Currency System). *International Research Journal of Innovations in Engineering and Technology*, 5(2), 16.
- Hossin, M. Z., & Mohiuddin, M. (2015). Urban Youth Culture in Bangladesh under the Sway of Cultural Globalization: A Descriptive Analysis. *Sociology Mind*, 5(03), 213.
- JagadeeshBabu, M. K., SaurabhSrivastava, S. M., & AditiPriya Singh, M. B. S. (2020). INFLUENCE OF SOCIAL MEDIA MARKETING ON BUYING BEHAVIOR OF MILLENNIAL TOWARDS SMART PHONES IN BANGALORE CITY. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(9), 4474-4485.
- Karumuri, V. (2016). Employee engagement: Hotel industry. *SCMS Journal of Indian management*, 13(3), 120-128.

- Karumuri, V. (2016). Employee engagement: Hotel industry. *SCMS Journal of Indian management*, 13(3), 120-128.
- Karumuri, V. (2017). A theoretical framework on employee engagement. *Asia Pacific Journal of Research*, 1, 150-155.
- Keating, L. M., Tomishima, M. A., Foster, S., & Alessandri, M. (2002). The effects of a mentoring program on at-risk youth. *ADOLESCENCE-SAN DIEGO*, 37, 717-734.
- Kethan, M., & Basha, M. (2022). Relationship of Ethical Sales Behaviour with Customer Loyalty, Trust and Commitment: A Study with Special Reference to Retail Store in Mysore City. *East Asian Journal of Multidisciplinary Research*, 1(7), 1365-1376.
- Kotni, V. V., & Karumuri, V. (2014). An empirical study on the identification of salesforce engagement drivers: A study of selected retail outlets in Visakhapatnam.
- VV DEVI PRASAD KOTNI & VENKATESWARLU K (2014). An Empirical Study on the dentification of Salesforce Engagement Drivers: A Study of Selected Retail Outlets in Visakhapatnam. *Prabandhan: Indian Journal of Management*, 7(7), 31-45.
- Krishnamoorthy, D. N., & Mahabub Basha, S. (2022). An empirical study on construction portfolio with reference to BSE. *Int J Finance Manage Econ*, 5(1), 110-114.
- Kumar, Sanjay, ed. *Youth in India: Aspirations, attitudes, anxieties*. Taylor & Francis, 2019.
- Kumar, T. S., & Sekhar, S. (2019). Impact of e-Marketing on Influencing Consumer Purchase decision. *International Journal of Scientific Development and Research*, 4(11).
- Kumarai, G. S., Bajaj, P. K., Rana, S. S., Kethan, J., Basha, S. M., & Karumuri, V. (2022). An empirical study on customer satisfaction towards organized Retail outlets in Bengaluru city, Karnataka. *Academy of Marketing Studies Journal*, 24, 1-11.
- Larkin, B. (1997). Indian films and Nigerian lovers: media and the creation of parallel modernities. *Africa*, 67(3), 406-440.
- Maira, S. (2002). *Desis in the house: Indian American youth culture in NYC* (Vol. 231). Temple University Press.

- Mohammed, B. Z., Kumar, P. M., Thilaga, S., & Basha, M. (2022). An Empirical Study On Customer Experience And Customer Engagement Towards Electric Bikes With Reference To Bangalore City. *Journal of Positive School Psychology*, 4591-4597.
- Nethala, V. J., Pathan, M. F. I., & Sekhar, M. S. C. (2022). A Study on Cooperative Banks in India with Special Reference to Marketing Strategies. *Journal of Contemporary Issues in Business and Government* Vol, 28(04).
- Pahad, A., & Jain, A. (2009). Influence of globalised media on youth's consumption pattern. *Interaction*, 27(2), 27-34.
- Rajasulochana, D., & Khizerulla, M. (2022). Service Quality In SBI: An Assessment Of Customer Satisfaction On E-Banking Services. *Journal of Positive School Psychology*, 4585-4590.
- Rajasulochana, D., & Murthy, S. (2022). E-Banking And Customers' Satisfaction In Public And Private Sector Banks In Karnataka: An Empirical Analysis. *Journal of Positive School Psychology*, 6(8), 8270-8279.
- Rajesh, D., & Rajasulochana, D. M. (2022). A STUDY ON FACTORS INFLUENCING THE PURCHASE OF ELECTRIC VEHICLES IN INDIAN AUTO MOBILE MARKET. *Journal of Contemporary Issues in Business and Government* Vol, 28(04).
- Rana, S. (2022). Consumer Awareness and Perception Towards Green Marketing: An Empirical Study In Bangalore City. *Journal of Positive School Psychology* <http://journalppw.com>, 6(5), 4240-4245.
- Sajid, K., Minhas, S., & Butt, H. R. (2022). Effects of Drugs Depiction in Bollywood Movies on Youth of District Gujranwala. *INTERNATIONAL JOURNAL OF SPECIAL EDUCATION*, 37(3).
- Sekhar, M. S. C., Ashalatha, D., & Gorkhe, M. (2022). Corporate Governance-Impact on Financial Performance of Selected IT Companies in Bengaluru City. *Journal of Contemporary Issues in Business and Government* Vol, 28(03).
- Sekhar, M. S. C., Murthy, J., Karim, S., Reddy, M. M. S., & Bhupathi, C. Factors Influencing Customers' Buying Behaviour: A Study of Electric Vehicles with reference to Tirupati City.
- Sekhar, S. C. (2020). A Study on Effectiveness of Electronic banking System. *Sanshodhan*, 9, 8-13.

- Sekhar, S. C., & Radha, N. (2019). Impact of globalization on msme: prospects, challenges and policy implementation on economic growth. *International Journal of Trend in Scientific Research and Development*, 3(6), 536-541.
- Shaik, M. B., Kethan, M., & Jaggaiah, T. (2022). Financial Literacy and Investment Behaviour of IT Professional With Reference To Bangalore City. *Ilomata International Journal of Management*, 3(3), 353-362.
- Shaik, M. B., Kethan, M., Jaggaiah, T., & Khizerulla, M. (2022). Financial Literacy and Investment Behaviour of IT Professional in India. *East Asian Journal of Multidisciplinary Research*, 1(5), 777-788.
- Shaik, M. B., Kethan, M., Rani, I., Mahesh, U., Harsha, C. S., Navya, M. K., & Sravani, D. (2022). WHICH DETERMINANTS MATTER FOR CAPITAL STRUCTURE? AN EMPIRICAL STUDY ON NBFC'S IN INDIA. *International Journal of Entrepreneurship*, 26, 1-9.
- Sukumar, K. (2016). *The Relationship Among Young Malaysian-Indians' Self-Perceived Family Communication Patterns, Media Exposure On Tamil Movies And Their Attitude And Beliefs Toward Violence In Daily Life Context* (Doctoral dissertation, Bangkok University).
- Venkateswarlu, K., & Prasad, P. V. (2012). A Review on employability skills. *IOSR Journal of Humanities and Social Science*, 2, 32-34.
- Zia, A. (2007). *Effects of cable television on women in Pakistan: A comparative study of heavy and light viewers in Lahore*. Submitted to Lahore College for Women University, Lahore, in fulfillment of the requirements for the degree of Doctor of Philosophy in mass Communication.